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1954

# A NEW and SUPERIOR SWEET POTATO

*Discovered and Produced Exclusively by*

Leeland Farms  
LEESBURG, GEORGIA



## THE LEELAND BUNCH PORTO RICO VARIETY

To all of our customers and prospective customers:

When we started growing sweet potatoes several years ago we grew both the Bunch Porto Rico and the common running Porto Rico, and found that the Bunch more than doubled the yield of the running variety, in addition to having better quality and maturing earlier. We discarded the running variety entirely and have grown only the Bunch since that time. Practically all of our customers obtained similar results and are now growing only the Bunch.

As a result of our annual program of hill selection we now have an even better variety—still a strictly Bunch-type variety—with a beautiful golden flesh and a rich copper-colored skin. We found one hill of this new variety growing in our seed plot in the fall of 1950, and it looked so promising that we multiplied it as fast as we knew how. We have given this new variety the name of LEELAND BUNCH.

To get a comparison of the new LEELAND BUNCH variety with the regular Bunch variety we asked our customers who tried both varieties to report their findings. Over 75% found that the Leeland Bunch out-yielded the regular Bunch in U. S. #1 potatoes; about 95% reported that they preferred the Leeland Bunch for better eating quality. In addition to these customer reports the Georgia Experiment Station has determined by analyses that the carotene (Vitamin A) content is double that of the regular Bunch.

History has repeated itself and we have discarded a good variety of sweet potato in favor of a better one. We want to grow only the best for ourselves and we want to give the same opportunity to our customers.

We are offering certified seed potatoes and plants of our LEELAND BUNCH variety for sale to the general public for the first time. Our basic prices for the new variety are the same as last year's prices on the old Bunch variety. The small increase in prices on parcel post shipments is to take care of the increased postal rates which are now in effect.

We ship only healthy, mature, stocky plants and pack them with peat moss in specially designed and treated containers to insure their arrival in the best possible condition. We guarantee our plants to arrive in satisfactory condition and will make immediate replacement of plants or refund in the event of loss or damage in transit.

Because we have the exclusive source of supply of plants of the LEELAND BUNCH variety we advise you to place your order at an early date in order to insure delivery at the time you want them.

Our prices on seed potatoes and plants are enclosed, together with an order blank and return envelope.

We appreciate your business and will give your order our best attention.

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# **SPECIAL NOTICE:**

Because of Their  
**Outstanding Appearance and  
Eating Quality**

Our  
**LEELAND BUNCH VARIETY  
SWEET POTATOES**

**Are selling at a Premium of 50¢ per Bushel  
on the Produce Market**

# SPECIAL NOTICE:

Because of Their

Outstanding Appearance and  
Excellent Quality

Our

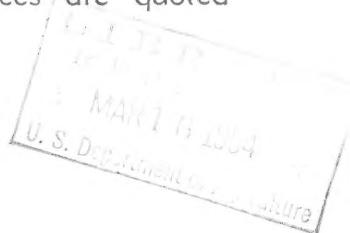
## LEELAND BUNCH AVAILABILITY SWEET POTATOES

Are Selling at a Premium of 20¢ per bushel  
on the Produce Market

# LEELAND BUNCH VARIETY SEED POTATO AND PLANT PRICES FOR 1954

SEED POTATOES: Our certified seed potatoes are good sound potatoes of medium size that should give the maximum of strong, healthy plants. Our prices are quoted F. O. B. Leesburg, Georgia, as follows:

|                    |                |
|--------------------|----------------|
| 1 — 9 Bushels      | \$6.00 per bu. |
| 10 or more bushels | \$5.75 per bu. |



PLANTS: Prices on our certified plants are shown below. THESE ARE DELIVERED PRICES. WE PAY POSTAGE OR EXPRESS ON ALL PLANT ORDERS.

| Quantity | DELIVERY DATES    |              |                |
|----------|-------------------|--------------|----------------|
|          | March 15-April 30 | May 1-May 31 | June 1-July 15 |
| 100      | \$ 1.60           | \$ 1.45      | \$ 1.30        |
| 200      | 2.60              | 2.25         | 2.00           |
| 500      | 4.95              | 4.25         | 3.75           |
| 1,000    | 8.95              | 6.95         | 5.95           |
| 5,000    | 43.00             | 33.00        | 28.00          |
| 10,000   | 85.00             | 65.00        | 55.00          |

For those who can pick up their plants at our farm, there is a reduction of seventy-five cents per thousand.

We ship only healthy, mature, stocky plants and pack them with peat moss in specially designed and treated containers to insure their arrival in the best possible condition. We guarantee our plants to arrive in satisfactory condition and will make immediate replacement of plants or refund in the event of loss or damage in transit.

In order to save our customers the cost of collection charges we do not ship C. O. D. You may send your remittance with your order or at any time prior to the date of shipment.

We make every possible effort to ship orders on the dates specified. We acknowledge orders immediately and notify our customers on the date their order is shipped.

## GENERAL INFORMATION

The recommended practices for growing the common running and Bunch varieties also apply to the LEELAND BUNCH variety. Select a well-drained sandy loam soil which has a clay or sandy-clay subsoil. Use 1000 to 1200 pounds of a fertilizer mixture high in potash and relatively low in nitrogen, such as a 3-9-9, or a 3-10-12. Avoid rich black soils, soils which have been manured, and soils on which legumes have recently been grown.

Best results are obtained when plants are planted 12 to 18 inches apart on ridges which are 6 to 8 inches high and 3½ feet apart. This method requires 10,000 to 12,000 plants per acre. In bedding potatoes for plants, one bushel should yield from 1800 to 2500 plants.

# LEELAND BUNCH AVARIETY SEED POTATO PRICE LIST

SEED POTATOES: Our certified seed potatoes are graded according to size. The maximum size for each grade is as follows:  
F.O.B. Leeland, Geo. Ga. or Atlanta

|          |                   |
|----------|-------------------|
| 100 lbs. | 1 — 8 inches      |
| 100 lbs. | 10 or more inches |

PLANTS: Prices on our certified blocks of our plants F.O.B. Atlanta  
PRICES: WE PAY POSTAGE OR EXPRESS ON ALL PLANT ORDERS

## DETAILED PRICES

| Quantity | Price | Quantity | Price | Quantity |
|----------|-------|----------|-------|----------|
| 2,130    | 12.50 | 2,180    | 1.90  | 100      |
| 2,000    | 2.50  | 2,500    | 2.80  | 500      |
| 3,250    | 2.50  | 4,250    | 4.25  | 200      |
| 5,250    | 2.50  | 8,250    | 8.25  | 1,000    |
| 5,000    | 3.00  | 8,000    | 33.00 | 2,000    |
| 25,000   | 9.00  | 85,000   | 85.00 | 10,000   |

For those who can pick up their blocks of our plants in Atlanta, the cost per thousand

We ship only bushy, mature stock blocks which have been carefully selected and graded to insure uniformity. We guarantee our blocks to arrive in condition to plant in the fall. We do not guarantee to ship to those who are shipping to the South in the fall.

In order to save on crating fees the cost of collection charges are deducted from the price. You may send your remittance with your order or to our plant office, 1000 Peachtree Street, Atlanta, Ga.

We make every possible effort to ship out the blocks as quickly as possible. We do not guarantee to ship to those who are shipping to the South in the fall.

## GENERAL INFORMATION

The recommended practices for growing this potato in the South are as follows: Sow a crop of Sandy-Clay soil. Use 1000 of 1500 pounds of a 5-10-5 or 6-10-6 fertilizer with 1000 pounds of lime. Use 1000 pounds of 10-10-10 or 10-10-10 with 1000 pounds of lime. Sow 12 to 18 inches apart in rows 3 to 4 feet apart. This fertilizer contains 100,000 lbs. of lime per acre. The fertilizer should be applied in the fall.

Best results are obtained when blocks are planted 12 to 18 inches apart in rows 3 to 4 feet apart. This fertilizer contains 100,000 lbs. of lime per acre. The fertilizer should be applied in the fall.